Fig. 1

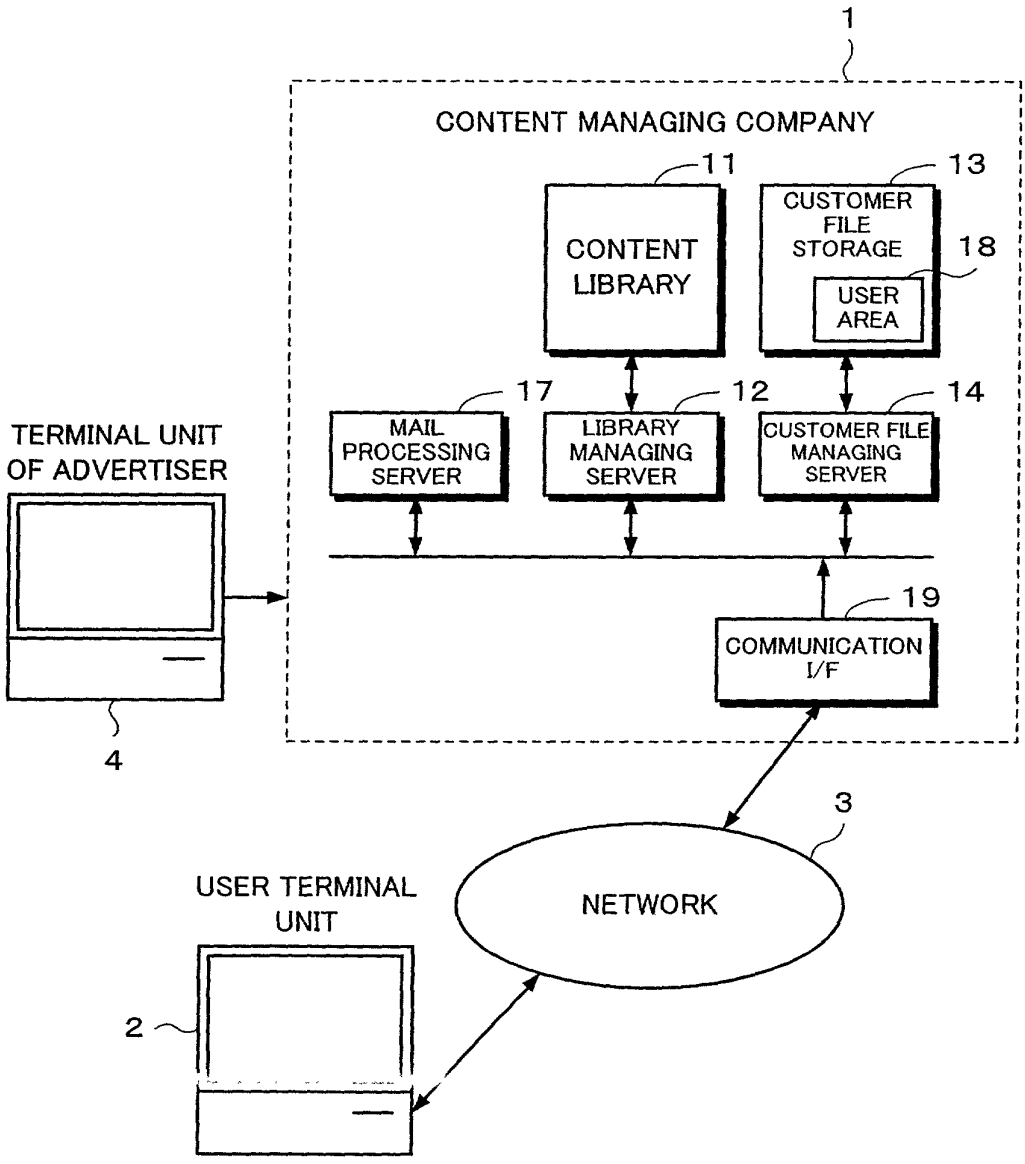

1
CONTENT MANAGING COMPANY
11
CONTENT LIBRARY
13
CUSTOMER FILE STORAGE
18
USER AREA
17
MAIL PROCESSING SERVER
12
LIBRARY MANAGING SERVER
14
CUSTOMER FILE MANAGING SERVER
19
COMMUNICATION I/F
TERMINAL UNIT OF ADVERTISER
4
3
NETWORK
USER TERMINAL UNIT
2

Fig. 2

ADVERTISER	FILE NAME	REGISTERED DATA	CAPACITY	GENRE	CONTENT DESCRIPTION
A MAKER	RECORD-REPRODUCTION MEDIUM	2000/02/25	50	HOME APPLIANCES	RELEASE OF NEW COLOR MEDIUMS
B DAIRY	Y2K MILK	2000/02/26	60	FOODS	ANNOUNCEMENT OF YEAR 2000 CAMPAIGN
C SUPERMARKET	SALES	2000/03/01	50	LARGE STORES	BIG SALES ON EVERY TUESDAY
D RECORD	α PROJECT	2000/03/01	60	MUSIC	RELEASE OF NEW ALBUM OF α PROJECT

Fig. 3

REGISTERED ADVERTISEMENT	PUBLISHED PERIOD	NUMBER OF CLICKS
E INSURANCE	2000/02/26 – 2000/03/15	10 TIMES
F AIRLINES	2000/02/01 – 2000/02/29	5 TIMES
G AUCTION	2000/02/05 – 2000/02/20	30 TIMES

Fig. 4

REGISTE	ED ADVERTISEMENT	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09
	INSURANCE	1							
	F AIRLINES								
	G AUCTION	11							

09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17
		1	2				1
	1						
1		5	8				

17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-01
				1	2	2	
			1		1	2	
							5

Fig. 5

REGISTERED ADVERTISEMENT	NUMBER OF POSTING USERS	TOTAL POSTED PERIOD	NUMBER OF TOTAL CLICKS	MALE USERS	FEMALE USERS	AGES 10-19	AGES 20-29	AGES 30-39	AGES 40-49
H MAKER	300 USERS	3250 DAYS	1200	252	148				
J SUPERMARKET	250 USERS	4800 DAYS	2000	50	200				
K AUCTION	200 USERS	2000 DAYS	500	40	160				

Fig. 6

REGISTERED ADVERTISEMENT	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09
H MAKER	1							
J SUPERMARKET								
K AUCTION	11							
	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17
	1		2	3				2
		1						
	1		5	8				
	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-01
					1	2	3	
				1		1	2	

EPO - DG 1 - 26. 02. 2004 15:50

Fig. 7

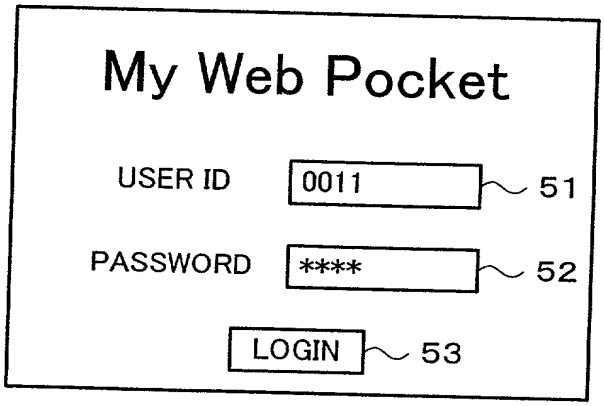


Fig. 8

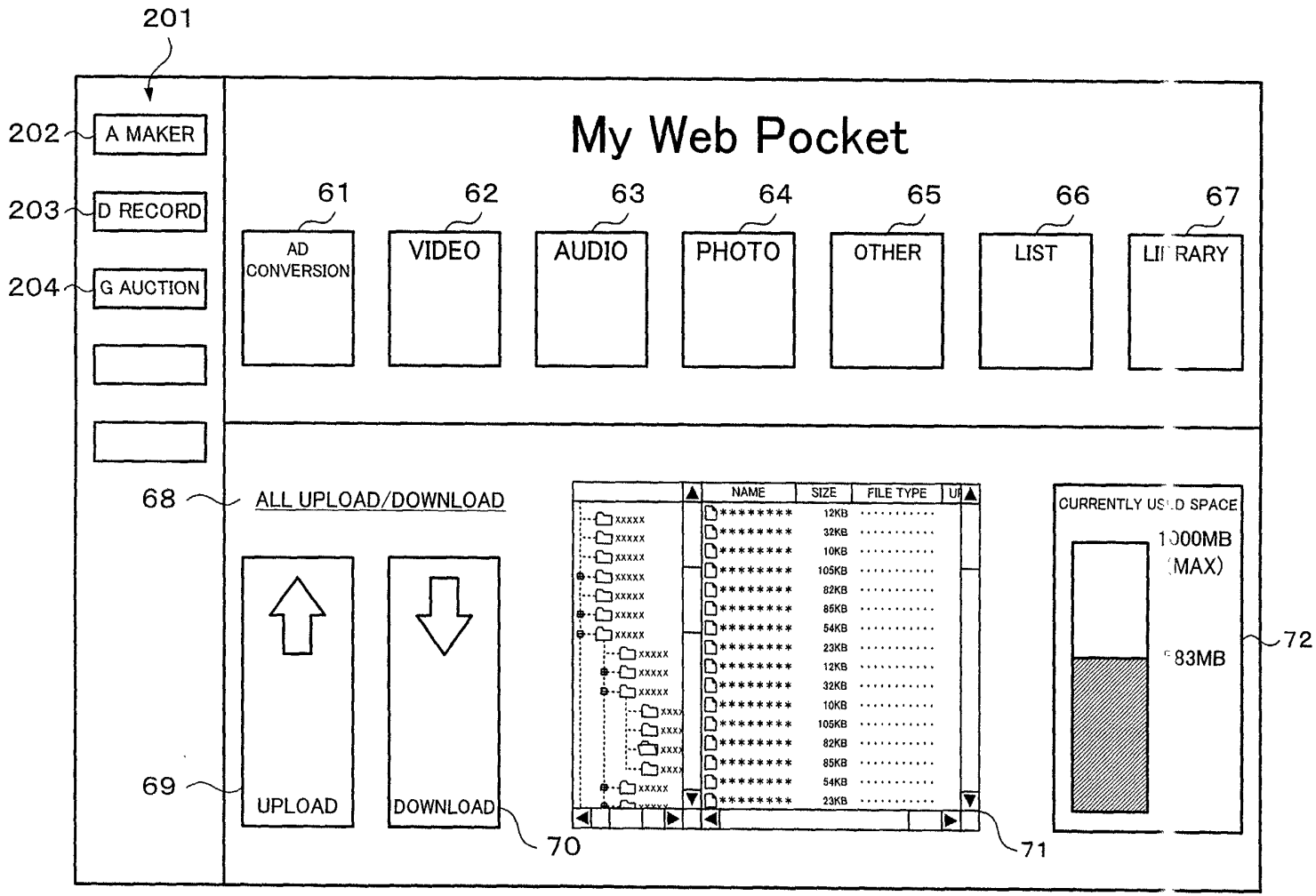
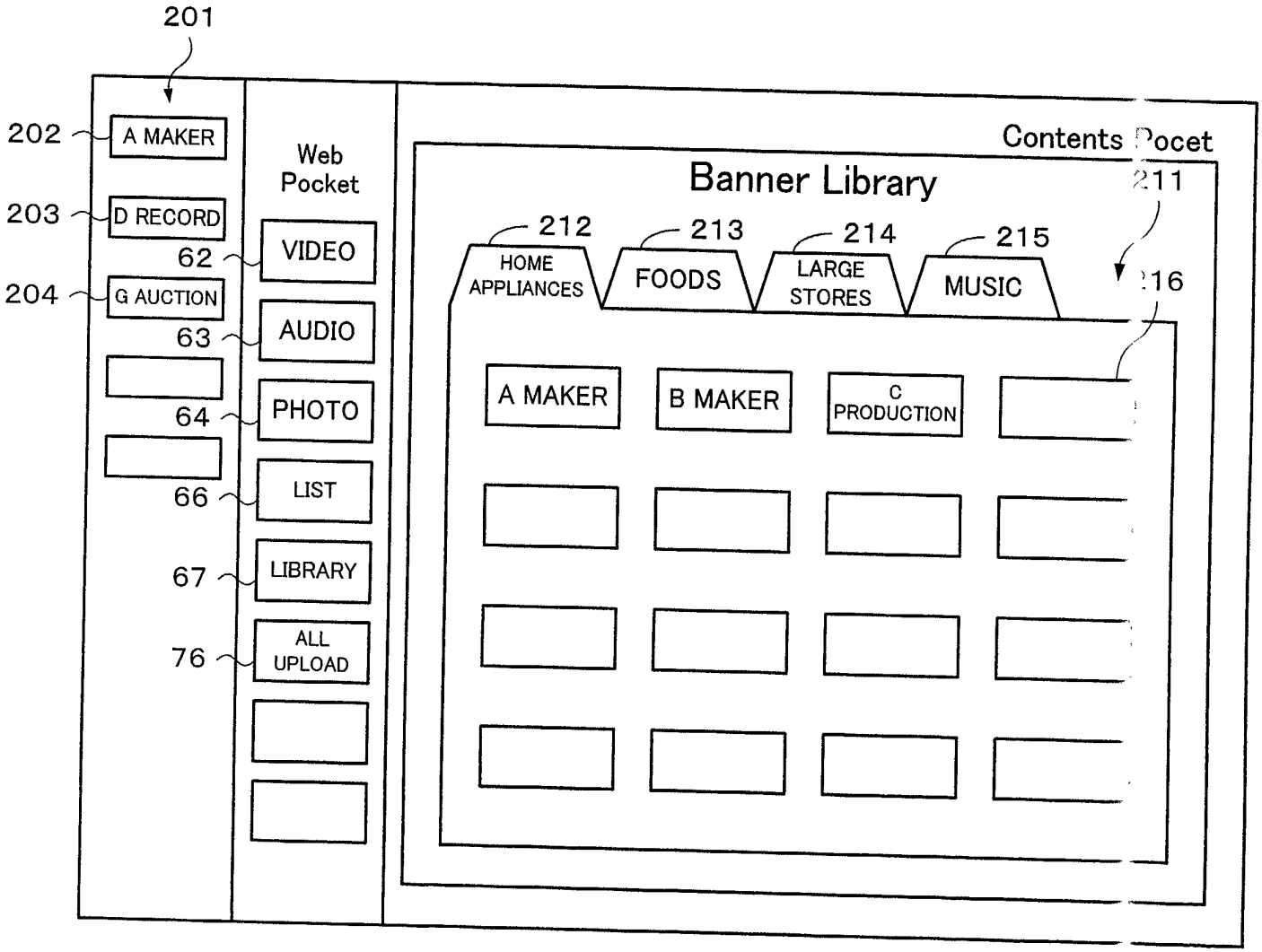

201
202
A MAKER
203
D RECORD
204
G AUCTION
My Web Pocket
61
AD CONVERSION
62
VIDEO
63
AUDIO
64
PHOTO
65
OTHER
66
LIST
67
LIBRARY
68
ALL UPLOAD/DOWNLOAD
69
UPLOAD
DOWNLOAD
70
NAME
SIZE
FILE TYPE
71
CURRENTLY USED SPACE
1000MB
(MAX)
83MB
72

Fig. 9


201
202
A MAKER
203
D RECORD
204
G AUCTION
Web Pocket
62
VIDEO
63
AUDIO
64
PHOTO
66
LIST
67
LIBRARY
76
ALL UPLOAD
Contents Pocet
Banner Library
211
212
213
214
215
HOME APPLIANCES
FOODS
LARGE STORES
MUSIC
216
A MAKER
B MAKER
C PRODUCTION